Lead Guide

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Summary

Leads help prepare our teams to deliver exceptional customer experiences. They assist the leadership team with day-to-day responsibilities and ensure operational readiness and sustainability. They're passionate about the details and are great when leading in the moment. This position is a great opportunity to learn the fundamentals of operating an Apple Store.

Activities | In Scope

Responsibility	Details
Open and/or close the store	• Leads will open/close the store in accordance with Policy and Procedure. • A small group of stores will still require a Manager to open/close the store. For these stores, Leads will still support all other opening/closing duties.
Opening Duties	• Count opening till counts according to the Cash Handling Policy and Procedure • Mark call outs in Kronos, and perform other necessary zoning changes for the current day's schedule. • Check voicemail. • Delegate RetailMe tasks. • Support and participate in the Download in partnership with a Manager.
Closing Duties	• Perform closing till count according to the Cash Handling Policy and Procedure. • Prepare deposit for the end of the day. • Report any cash discrepancies. • Ensure Closing Team has completed end-of-day duties.

Activities | In Scope Continued

Responsibility	Details
Support Leader on the Floor	• Manage breaks and mealtimes. • Be sure that employees are aware of applicable policies and procedures, and partner with a Manager if you suspect one isn't being followed. • Investigate customer concerns and empower teams to find appropriate solutions. • Address time-sensitive feedback, questions and concerns raised by customers. If an employee wants to provide feedback or raises a question or concern regarding their experience, partner with a Manager. • Ensure stock is replenished and visual merchandising is maintained appropriately. • Ensure team members are zoned adequately to ensure the customer experience and store operating standards are delivered at a high level. • Investigate known customer theft incidents and submit incident reports. Partner with a Manager to communicate to Loss Prevention.
Provide feedback and recognition	• Provide feedback and recognition based on observations on the floor.
Call detractors	• Call back detractors and note resolution/next steps. • If a customer service exception is needed, the Lead should partner with a Manager. • Store Leaders should manage Executive Customer Escalations.

Activities | Out of Scope

The following responsibilities are strictly out of scope. Leads **will not:**

- Be in the building alone during business hours without a Manager present. A Manager must always be present when customers are in the store as well as during overnights.
- Act as Leader on the Floor and be on the floor without a Manager present.
- Lead a specific experience within the Leadership Architecture.
- Lead a Connection Team.
- Have formal development or Exchange Journal conversations with employees.
- Have attendance, documented coaching, or other performance management conversations with employees.
- Manage Shift Swaps, time card edits, leave, or availability requests.
- Edit schedules beyond current day adjustments required to perform Support Leader functions.
- Investigate suspicions of internal theft. Leads should work with a Manager to review their concerns and partner with Loss Prevention when necessary.
- Any additional activity outside of what's noted as in scope with the exception of supporting customers through sales and support.

Systems Access

App	Access Level
AFS Web	Default
AST2	Same as Lead Genius
Backstage	Specialist
Concierge	Store Settings & Calendar of Events
EasyPay and POS Web Admin	Lead
Kronos	Same as Lead Genius
Leader Board - Sessions	Same as Lead Genius
Mobile Genius & Repair Central	Same as Lead Genius
Plan Genius	Default
Pricing App	Default
RIO	Manager
Runner	Same as Operations Expert
Schedule Manager	Manager
iCloud Support App	Specialist
iPlano	Manager
Apple CRM	None
Apple Retail Sales Dashboard	None
Forum & Genius Dashboard	None
Inventory Loss Dashboard	None
JV Dashboard	None
Leader Board - Benchmark	None
Leader Board - Store Pulse	None
Pickup Dashboard	None
Planner	None
SAMS	None

Systems listed with default access are only granted in locations that require access.

Resources

- RetailMe -> Materials -> Categories -> Policy and Procedure
- Lead Training
- Connection Manager, Store Leader and Market Leader
- Global Store Support (storesupport@apple.com)